

TRAVIS DUNCAN

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PROFESSIONAL EXPERIENCE

UNION PACIFIC, Omaha, NE

June 2008 – Present

Director UX Web Development – CX, CRM, Shipment Management (December 2018 – Present)

- Manage the budget, resources, performance, and deliverables for three teams with responsibility for:
 - Customer Experience (CX): Team of 4 Senior UI Developers and 2 matrixed User Experience practitioners with responsibility for the design, development, and standards around Union Pacific's customer-facing web presence
 - Customer Relationship Management (CRM): Team of 3 Senior Application Developers with responsibility for building, maintaining, and supporting the company's customer relationship management system, issue resolution system, and customer satisfaction process
 - Shipment Management: Team of 3 Business Analysts, 4 Senior Application Developers, and 5 Contractors responsible for the development of Union Pacific's web-based systems used by customers to track and manage shipments and receive notifications.
- Participate in corporate strategic initiatives, including a Center of Excellence to set vision for future digital experience for shopping and shipping functionality across the customer journey
- Lead cross-functional team with plan to replace legacy customer relationship management system and web self-service and support systems
- Focus on improving shipment experience for customers by improving shipment delivery accuracy and enhancing visibility to customers
- Technology includes: Java, JavaScript, AngularJS, CSS, HTML, Oracle (Siebel) CRM, Oracle Databases, Teradata

Senior UX Web Development Manager – CX, Shipment Management (March 2017 – December 2017)

- Planned, received funding, and conducted program management for a \$3.6 million dollar project to improve the customer web / digital experience (**UX**), specifically focused on improving shipment notifications, self-service reporting, and billing functionality
- Defined and implement new organizational structure for centralized user interface development to ensure usable and consistent web presence across our customer website
- Led program to eliminate six legacy applications by consolidating into a single shipment management system, reducing IT maintenance and support costs and enhancing the customer shipping experience
- Served on committee to establish team and enterprise standards around agile software development and adopted the approach as part of the first wave of a departmental-wide agile transformation initiative
- Technology includes: Java, JavaScript, AngularJS, CSS, HTML, Oracle Databases, Teradata

Senior UX Web Development Manager – Customer Experience (CX) (July 2014 – February 2017)

- Managed personnel, projects, and budget activities for a team of 20+ employees and contractors with responsibility over strategy, development, and support for Union Pacific's customer web experience (MyUPRR)
- Initiated, managed, and implemented multi-million dollar projects to integrate, streamline and improve the customer web experience, including:
 - Streamlined the online portal through which customers manage (plan, ship, trace, and pay) their shipments by moving to a responsive, mobile-friendly website built on modern web technologies

- Enhanced notifications, web analytics framework, and self-service support functionality
 - Improved account security, including registration, account management, and access control
- Technology includes: Java, JavaScript, AngularJS, CSS, HTML, Liferay Portal, Oracle Databases, Teradata

Manager of MyUP Portal (March 2011 – July 2014)

- Grew the portal team from two members to a diverse team of 18 with a strong mix of employees, contractors, and interns
- Created a single unified enterprise portal strategy with delegated ownership and governance driven by clearly defined roles and responsibilities
- Consolidated three web portals into a single unified Liferay platform by retiring two legacy portal platforms (Oracle and TIBCO) with 2+ million monthly views
- Built, supported, and maintained 30+ job and role-specific portal views across 15+ departments (Operations, Marketing & Sales, Finance, Etc), with over 2 million views per month from 46,000+ unique users (both mobile and non-mobile versions)
- Lead a cross-functional, multiple-department team through a multi-million dollar project that resulted in the development and delivery of a portal that provided key transportation management employees with the information necessary to do their jobs on a daily basis
- Established a feedback and metrics tracking system which consolidated user, group, and application information to provide insights into usage behavior and aid in the web design and development process
- Chaired cross-functional team to analyze, understand, and develop a plan for a unified enterprise search platform and implemented search enhancements within the enterprise portal framework
- Technology includes: Java, JavaScript, AngularJS, CSS, HTML, Liferay Portal, Tibco Portal, Oracle Portal, Apache Wicket

Team Lead - Portal and User Interface Technologies (January 2010 – March 2011)

- Planned for, delegated, oversaw, and ensured the quality of all portal deliverables
- Coordinated the efforts of team members through daily scrums and monthly planning meetings
- Defined governance processes and procedures for application and portal owners
- Collaborated with teams to create project scopes, schedules and road maps for portal deliverables
- Created and implemented migration plan to move away from legacy portal platform
- Evangelized and enforced the vision of the portal

Engineer - User Experience / Usability Specialist (June 2008 – January 2010)

- Conducted usability tests, card sorts, contextual inquiries and other user-centered design activities to improve usability and consistency of internal web applications
- Established and chaired a cross-functional committee to set and enforce interface standards and ensure consistency (User Interface Standards Lead)
- Created comprehensive self-service documentation (User Interface Guide) for the web, which included: user interface and terminology standards, design patterns, design principles, best practice articles
- Designed functionality and tools for job-centric portals
- Designed interfaces for moving mainframe applications to the web
- Acted as a consultant for development teams needing help with tough design challenges

Additional Union Pacific Responsibilities and Activities

- Recruiting Lead for alma mater (Missouri S&T)
- Presented on UX implementation in large corporations at the HCI International Conference 2015
- Created videos and presentations for executive staff presentations and conferences
- Developed an IT Leadership Series on outsourcing
- Participated on multiple cross-functional teams focused on improving the application development tools and processes used across the enterprise

NATIONAL STRATEGIC RESEARCH INSTITUTE – Paid Consultant, Omaha, NE August - November 2017

- Worked with a team of MBA students from the University of Nebraska-Omaha in partnership with the National Strategic Research Institute to analyze a service that would give businesses the opportunity to test high-risk, strategic business decisions in a simulated but realistic environment
- Produced a market viability report and presentation for bringing the service to market

EDUCATION

- Master of Business Administration (In Progress), University of Nebraska in Omaha, Omaha, NE
- Bachelor of Science in Business and Management Systems, Missouri S&T, Rolla, MO
- Bachelor of Science Information Science and Technology, Missouri S&T, Rolla, MO

SKILLS SUMMARY

- Program Management
- Project Management
- Project Planning & Estimating
- Budget Forecasting & Management
- Agile Development
- Scrum Master
- Microsoft Office Suite
- Adobe Creative Suite
- HTML
- CSS
- JavaScript
- SQL
- Card Sorting
- Usability Testing
- Customer Journey Mapping
- Heuristic Evaluations
- Mockup & Prototype Creation

WEB RESOURCES

- Personal Website: <http://livelifedigital.com>
- GitHub Projects: <https://github.com/trav2003>